**CALIFORNIA STATE UNIVERSITY - NORTHRIDGE**

**College of Health and Human Development**

**Department of Recreation & Tourism Management**

**RTM 304: Entrepreneurial Ventures in Recreation and Human Services (3 units)**

**Instructor:**

**Office Hours**:

**Course Website: RTM 304: Entrepreneurial Ventures in Recreation and Human Services (**login at http://moodle.csun.edu)

**Required Text:**

 The Small Business Start-up Kit for California by Peri Pakroo

 Introduction to Commercial and Entrepreneurial Recreation by John Crossley and Lynn Jamieson, Russell Braylefy (6th edition).

**Cases & Readings:** As assigned (provided via Moodle).

**Course Description:**

Analysis of approaches and techniques necessary to initiate an entrepreneurial start-up in the recreation and human services arenas. Topics include the nature of entrepreneurialism, development of a business plan, organization of the enterprise, financial and operations management, and computer applications.

**Course Objectives:**

**At the end of the course, successful students will be able to:**

1. Describe the research on entrepreneur and the intrapreneur.
2. Review the marketing orientation theory for development for new services with emphasis on assessment of the marketplace for feasibility of the enterprise.
3. Describe forms of business organization such as proprietorship, partnership, limited corporations and the risks and benefits of each design.
4. Describe the alternatives sources of financing the new venture.
5. Produce a comprehensive business plan that applies the course material to a specific recreation venture.
6. Describe cash and accrual methods of financial accounting and development of financial reports.
7. Describe the financial and operational issues of payroll management and taxation for the small business.
8. Describe the importance of risk management and legal liability for protection of the entrepreneurial venture including types of insurance and the role accreditation/ certification within recreation and human services field.
9. Explain the overview of information management system as it relates to the small business.
10. Apply spreadsheet & database management software to the financial and information management systems.

**Recreation and Tourism Management B.S. Program Learning Outcomes:**

1. Students will demonstrate critical thinking including analysis, synthesis and application in the fields of recreation, play, leisure, parks, hospitality and/or tourism through a variety of pedagogies.
2. Students will practice and self-assess progress toward mastery of the standards and competencies of appropriate accrediting bodies through continual self-assessment and portfolio development.
3. Students will demonstrate application and integration of theoretical knowledge in a practical setting through a minimum of 400 hours of professional internship in preparation for pursuing employment.
4. Students will demonstrate an increase in Emotional Intelligence while pursuing their degree objectives.

**Course Requirements:**

This seminar oriented class is based on student participation & discussion, assigned readings, a major project, case studies, and other supplementary materials. To fully benefit from this class, students should keep up with the assigned readings and read additional materials (media, trade publications, journals) as much as possible. Class discussions facilitate the exchange and understanding of ideas and concepts. This will not be possible if students come to class unprepared.

**1. *Business Concept Plan-*** 40 points

Students write a full business plan that could be presented to a potential investor.

**2. *Computer Applications Projects-*** 15 points

Student completes two financial reports which demonstrate mastery of spreadsheet software. (budget, break even analysis, or profit/loss)

**3. *Risk Management Project-*** 15 points

Prepare a report that provides a risk management plan for the venture and its relationship to any relevant accreditation standards.

**4. *Exam-*** 30 points

Two comprehensive style exams will test course material covered in readings and lecture.

**Evaluation:**

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| --- | --- |
| Business Plan | 40% |
| Computer Applications Project | 15% |
| Risk Management Project | 15% |
| Exams  | 30% |
| **Total** | 100% |

**Grading**

A 90-100%

B 80-89%

C 70-79%

D < 69%

**COURSE CALENDAR**

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| --- | --- |
| I. Introduction  A. Overview of entrepreneurial opportunities in recreation & human services.  B. Entrepreneur C. Intrapreneur | Week 1 |
| II. Development of the business concept  A. Environmental scanning B. Futurism and trend analysis | Weeks 2-3 |
| III. Forms of business  A. Sole proprietorship B. Partnerships C. Corporations 1. For profit 2. Non-profit | Week 4 |
| IV. Financing the new venture A. Venture capital B. Loan resources 1. Private 2. Government | Week 5 |
| V. Marketing analysis  A. Marketing research source B. Marketing research methods | Weeks 6-7 |
| VI. Drafting the business plan  A. Business plan software application B. Presentation software applications | Week 8 |
| VII. Financial accounting systems  A. Cash systems B. Accrual systems C. Accounting software overview D. Financial reports E. Spreadsheet software applications | Weeks 9-10 |
| VIII. Payroll and personnel  | Week 11 |
| IX. Risk management A. Legal liability & tort law B. Risk management planning C. Insurance D. Accreditation & certification in recreation, hospitality and tourism 1. Accrediting organizations 2. Inspections and reviews E. Professional protocols and documentation systems | Weeks 12-13 |
| X. Information management  A. Systems overview B. Database management applications | Weeks 14-15 |

***The extended course calendar will be available on MOODLE. The calendar will be modified on Moodle as the semester progresses. This syllabus is subject to change. It is the student’s responsibility to keep track of changes provided through Moodle.***

**Course Policies and Guidelines:**

1. Students’ participation is vital to successful learning. Therefore, students are expected to attend the class regularly, arrive on time, take notes, complete reading assignments on schedule, and actively participate in discussions and other learning activities.
2. In order to create a safe, welcoming, and productive learning environment, students are expected to respect each other, the facilities and equipment. Abusive, violent, disrespectful or disruptive behavior will not be tolerated. Students are referred to the policies and regulations section of the University Catalog for university policies and code of conduct information.
3. Cellular phones, pagers and other electronic devices not being used for instructional purposes should be kept off during class.
4. If you miss class, make arrangements with peers to collect class information, announcements and materials. Information will not be repeated for those who are tardy or absent.
5. Communication: Students are expected to have access to their CSUN email account. The instructor will send class announcement to students via students’ official CSUN emails. If you have a primary email that is not your CSUN account, please have your CSUN email forwarded to your primary email.
6. Late Assignment: Late assignments will be accepted with a penalty of 15% off per day. Assignments submitted more than three days late will not be accepted without prior arrangement with the instructor. No assignments will be accepted after the last official day of class.
7. Make-up Work:Make-up assignments or exams will be given **only** when students meet the following conditions:
8. Absences caused by hospitalization, death in the family, or other emergencies must be documented within 48 hours of your return to class. Acceptable documentation includes a letter from a physician, a newspaper obituary, or a memorial service program.
9. Absences for official University activities (e.g., athletics, band, and chorus) must be documented and approved in advance.

Please contact the instructor if you have any questions regarding your eligibility to make up for an assignment.

1. Academic Honesty: According to the University’s policy on academic honesty, no form of academic of dishonesty will be tolerated. Any student found cheating, plagiarizing a written assignment, or committing any other infraction against CSUN’s policy will either receive a failing grade for the course, be referred for University disciplinary action, or both. Please refer to [www.csun.edu/a&r/soc/studentconduct.html](http://www.csun.edu/a%26r/soc/studentconduct.html%20) for additional information.
2. Students are advised to consult with campus services to receive assistance if they have concerns regarding skills in areas such as writing or studying or computer skills.
3. Students are encouraged to be proactive and seek out the instructor as soon as they have any concerns about the class or their performance. The end of the semester is too late to take action to bring up a grade.
4. All assignments must be typed, double spaced, 12-point font, 1 inch margins and should follow the American Psychological Association (APA) style (6th ed.).
5. Microsoft Word is the ONLY acceptable document format for online or email submission. The following format should be used when naming the file: Course number\_last name\_first name\_short title (for example: RTM550\_xie\_jimmy\_syllabus).

**STUDENT RESOURCES**

***Disability Resources and Educational Services (DRES)***. In keeping with the University’s policy, reasonable accommodation is provided for students with disabilities that might affect their course participation or assignment completion. Any student with disabilities should contact DRES at 818-677-2684 or dres@csun.edu. DRES is located in Bayramian Hall room 110 (BH 110). Please visit [www.csun.edu/dres/index.php](http://www.csun.edu/dres/index.php) for additional information and/or assistance. The National Center on Deafness (NCOD) is located on Bertrand Street in Jeanne Chisholm Hall and can be reached at (818) 677-2611.You are not required to disclose your disability to me in order to receive accommodation during this course.

***Learning Resource Center (LRC) and Writing Center***. The LRC is committed to helping students become better writers, critical thinkers, and communicators by providing face-to-face and electronic consultation, tutorials, reference manuals, and links to Web writing resources. As part of the LRC, the Writing Center staff is available to help students during the conception, research, drafting, or revision stages of a paper. Students may visit the Writing Center in Bayramian Hall room 408 (BH 408) or call 818-677-2033 to make an appointment. Walk-ins are available on a limited basis. For additional information and/or assistance, please visit www.csun.edu/lrc.

***University Counseling Services (UCS)***. Students sometimes experience significant confusion and distress when trying to manage school, work, relationships, and family responsibilities. UCS provides free and confidential consultations to help students deal with academic stress, relationship problems, family/roommate conflicts, personal growth, crisis events (e.g., rape, divorce, assault) and other mental health issues (e.g., anxiety, depression, suicidal ideation). Students may visit UCS in Bayramian Hall room 520 (BH 520) or call 818-677-2366 (V), 818-677-7834 (TTY) for an appointment. UCS is located on the web at [www.csun.edu/counseling](http://www.csun.edu/counseling/).